

The National Rotarian

ISSUED FROM THE SECRETARY'S OFFICE OF THE

National Association of Rotary Clubs of America

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SPECIALISTS OR FAILURES

Vice President Denny Points out the Relations Which Rotary Bears to the Inevitable Tendencies of Our Age.

Rotary is an antidote, a corrective measure, against the de-humanizing effects of a too high civilization.

In earlier periods one man could well be butcher, baker and candle-stick maker all in one, and earn the trust and patronage of the most exacting. Indeed, there is a tradition that George Washington's false teeth were mended by his blacksmith. But nowadays each man has enough to do to keep up in the race without venturing far from his chosen rut. The great banker is content to leave the technicalities and intricacies of the books he keeps to a skillful accountant, and the book-keeper drives away at his pen with never a thought to those remote industries which produce his red and black ink.

We are all specialists—or failures; and in order to compete with rival specialists we must concentrate, concentrate, concentrate. The result is that each of us believe our own problems the hardest to solve. We suspect others of being bound up to a graft instead of to a trade or profession. I, as a manufacturer, say, belong to the only Simon Pure Class of today. My grievances should be heard and heeded by the legislative powers before all others and it fills me with bitterness and surprise when I clamor to a deaf ear. Therefore, what shall be done to broaden the specialist into a better member of society? Rotary has answered the demand.

Rotary eliminates immediate competition because there are no two in a given Rotary Club striving for the same money purse. Better than this there is a fusion of highly specialized ideas. In Rotary the insurance man looks out for the interests of the entire insurance profession; he is the mouthpiece for his vocation and if the Rotary membership has been carefully made up, he is the mouthpiece which his own business competitors would have been gladdest to choose.

In Rotary the Boiler Maker will fight for what the Boiler Makers of the City require. He will guard the Boiler Makers' interests in every question of a new city law or improvement, street extension or wharf. But in fighting for benefits to his trade he will do it with vision cleared to other just considerations since he shakes hands weekly and breaks bread with Mr. Banker, Mr. Doctor, Mr. Artist, Mr. Laundryman—all of whom see the proposed improvement through the eyes of his own occupation. Thus is every member of a Rotary Club made to feel not only his individual importance as a citizen but his relative importance, his real place in the clock-work of an honest and equitable city government.

I feel that I will be serving the Rotarians of the United States well if at this point I make room for the platform of the Seattle Rotary Club, which is the



1st Vice Pres. R. R. Denny,
of Seattle, Wash.

preamble of our constitution. This platform is the result of much study and conscientious work on the part of President Pinkham and Secretary Skeel, in conjunction with the twelve trustees of our club. I beg the reader to peruse it carefully, because each word is pregnant with meaning and in spirit it seems to me to embody aspirations both practical and lofty. In the absence of something better I hereby offer a resolution that this platform be adopted as the preamble to the constitution of the National Rotary Club.

To direct and coordinate the efforts of representative business interests towards economic and social progress, and to reap for its members the benefits which these efforts will make possible, are the fundamental purposes of the Seattle Rotary Club.

To more effectually accomplish these purposes, the principle of limited and representative membership has been adopted, by virtue of which the Rotary Club consists of one representative from each distinct line of business or professional pursuit.

This form of organization carries into effect the fundamental purposes of the Club by the attainment of these natural objects and results.

1. Each member is benefited by actual contact with representative men engaged in widely different occupations, thereby broadening his horizon, enlarging his point of view and offsetting the narrowing tendencies of specialized pursuits. A true conception of that fusion of individual interests which constitutes public welfare is realized and each member is thereby enabled to more intelligently meet the responsibilities of civic and business life.

2. The community is benefited by the united and organized effort of its membership for public good. The basis of membership insures the representation of all interests and the domination of none, in consideration of public questions. By reason of its limited and representative membership, the Rotary Club is, and should be, disqualified to constitute itself the voice of the entire community on questions of general importance, but its action on such questions is, and should be, of great influence in urging, by organized effort, the consensus of the beliefs of its members.

3. It promotes ethical standards in business and tends to produce true democracy between and among the several representative occupations, with the attendant benefits to society.

4. The selection of a member to participate in the deliberations of this Club, is an expression of the confidence of the Club in such member and of its good will toward him. As his business is an expression of himself he is expected to represent his business, not to submerge it, and by so doing he reaps such benefit as naturally and properly flows from an enlarged acquaintance and from the recognition of his efficiency and integrity of which his selection to membership in this Club is evidence.

Membership is both a responsibility and a privilege. If the one is met, and the other used, by each member, the result will be the effective direction of the vitality of commerce, towards progressive efforts for good.

R. R. DENNY,
1st Vice-Pres. N. A. of R. C.

THE NATIONAL HAND-BOOK HAS BEEN DISTRIBUTED.

It was some job to compile and get printed the National Rotary Hand-book with its 56 pages of data concerning the National Association and all the local clubs. But we finally got it done and it has been mailed gratis to all Rotarians whose names and addresses were on file at the National headquarters. If you have not received your copy of this useful little booklet send us a postal card request for a copy at once. It is free. Every Rotarian will find in the Hand-book the information he wants when traveling. It is intended that a new edition will be gotten out once each year.

Since distributing the National Hand-Book we have had from at least two Rotary Clubs requests for a complete list of all the other Rotary Clubs. Evidently somebody has failed to study the Hand-Book. If any other club officers have also been neglecting to look over this little booklet we would suggest that they get busy and become familiar with it. On the other hand, a number of the club Secretaries have called the attention of their members to the Hand-Book in their circular notices of meetings. Thanks for the co-operation.

SECOND ANNUAL CONVENTION

Of the National Association of Rotary Clubs of America, Portland Ore., August 21, 22 and 23, 1911.

The Second Annual Convention of this Association will convene at Portland, Ore., on Monday, August 21, 1911, for the purpose of receiving and acting upon reports of its officers and committees, for the election of officers and directors and for the transaction of such other business as may be brought before the Convention. President Paul P. Harris, the originator of the Rotary idea, will preside over the sessions of the Convention.

Every Club is urged to send to the Convention not only its constitutional delegates, but also a large delegation of visitors. All visiting Rotarians (even though not voting delegates) will be very welcome at the Convention, and they will find much to interest and benefit them. The ladies also will be welcomed and entertained.

Entertainment of the Most Royal Western Pacific Slope kind will be furnished by President Dwight Edwards and his fellow members of the Portland Rotary Club—

one of the younger but most successful Clubs. They assure us that there will not be one dull moment for us while we are in their beautiful "Rose City."

Rotarians Wm. S. Miller of Chicago, Frank L. Thresher of Minneapolis and Lee B. Mettler of Kansas City were appointed by President Harris as a "Transportation Committee for the Clubs East of the Rocky Mountains." After carefully weighing all arguments and attractions of the various railroads the committee named the official line as the Burlington Route from Chicago to Minneapolis and the "Soo" line and the Canadian Pacific from there to Portland, with Chicago as the first point of rendezvous. A special train from Chicago has been arranged for and not only those going from Eastern and Southern cities, but many also from St. Louis and Kansas City, and other Western points, will unite at Chicago.

Most of the National Officers will be on this special train. For reservations write at once to Mr. Wm. S. Miller, care of Bush & Gerts Piano Co., Bush Temple, Chicago, Ill.

Tuesday evening, August 15th, is when the special train leaves Chicago. Make arrangements to be on it. It is worth many sacrifices to be able to see the glorious scenery of the Canadian Rockies. Many cities, from St. Paul and Minneapolis to

Vancouver and Victoria, will give us receptions and entertainment along the line. The Seattle Rotary Club will meet us at Vancouver and escort us down to Portland.

Probably no city in the United States offers more in the way of attractions for visitors than Portland. Portland has the biggest timber, the most beautiful roses, the finest apples and some of the finest scenery in America.

Besides these natural attractions, Portland has a Rotary Club one year old with a membership of nearly 200. This Club is out in force to see that the National Convention will be entertained in true Western spirit. They are looking for you. They will expect you.

San Francisco, Los Angeles and Tri-City all promise good strong delegations at the Convention. Tacoma is close at hand and will be in evidence. Then there are those two lusty youngsters, Spokane and Salt Lake City—Oh, come on, you Easterners, come out West and let the Westerners show you a thing or two! If you are alert undoubtedly you can do some business while you are out West, establish an agency or land a good contract.

For railroad rates, reservations and other particulars apply to the Secretary of your Club or communicate with National Headquarters.

HOW DO I KNOW?

By Daniel L. Cady.

How do I know that Rotarians who fail to attend the Second National Convention at Portland on August 21st, 22d and 23d will be heavy losers? I'll tell you how I know. I attended the First National Convention at Chicago on August 15th, 16th and 17th, 1910. Those three days will never be equalled. The Convention did not sit in the great hall of William Rufus, but it sat in three great halls of the Congress Hotel, each worthy of better things than the trial of Warren Hastings.

The present National Secretary presided over the Convention, and as a parliamentarian I have never seen his equal in any Legislature. There sat in that Convention Delegate and President-to-be Harris, with the exterior of a child and the interior of a Solon; there was Bullock, a tall Wabash sycamore, polished by many years' contact with Fifth Avenue and Broadway; there was Fitzwilson, of Boston, worthy of the trust reposed in him by a great transportation system; there was Muma from the Gold Coast; there was Boward, of New Orleans, the representative of three blended civilizations; there was Mettler, of Kansas City, a steam engine in breeches; there was the persistent Batt, of St. Louis, who could set the busy bee to school; there was Tweed, of Chicago, more courteous than Chesterfield, and as acute as courteous, and there was Thresher and Skeel and Brown, and many others.

Every day was an inspiration, every session an uplift, every hour a prize.

That's how I know, and I know it better than anything else I know. Don't miss the Portland Convention. On to Portland, fellow Rotarians, on to Portland!

Get ready to go, Rotarians; get ready now. If you think it over honestly with yourself for three minutes, you'll go. If you attended the first Convention at Chicago last year, you'll not need to think it over at all. Dwight Edwards, President of Portland Rotary and prince of men, expects you. Don't disappoint him. Do by Portland as she longs to do by you. In the name of all loyal Rotarians, living and dead, on to progressive and profitable Portland!

O. T. P.

I would like to urge upon the Rotary Clubs throughout the United States the IMPORTANCE of a most careful selection of their DELEGATES to the coming Convention at PORTLAND. Too much care can not be exercised in the election of members whose time at that season of the year can be so arranged that NOTHING but unavoidable and unlooked for occurrences will prevent their attendance.

Any member who has assisted in the organization of any Rotary Club, and especially those who attended the Chicago Convention, can fully realize the importance of the very largest attendance at our second Convention. At this next meeting a matter will be brought before the membership that will have a National scope, and if any member allows himself to be chosen as a delegate KNOWING that he will be in a position that may prevent his going, he is not a true ROTARIAN.

Place upon every page of THE NATIONAL ROTARIAN in letters an inch high—O. T. P.

Very truly yours,

A. R. STAFFORD,

Director N. A. of R. C., Treasurer St. Louis R. C.

WELCOME TO PACIFIC COAST.

Vital Questions to Be Considered.

Those who attended the first National Convention at Chicago need no further argument to convince them to attend the second Convention which is to be held this year, August 21st, 22d and 23d, at Portland, Ore. Rarely, if ever, have men living at such widely different habitations met together, accomplished so much for their mutual welfare and become so thoroughly imbued with the spirit of good fellowship as did the delegates who attended the convention at Chicago. This is all the more remarkable when it is remembered that almost all of these delegates were, prior to the convention, absolute strangers to each other.

Of necessity, the first Convention was largely devoted to work of organization. Time did not permit us to consider all the questions of policy. As a result there are many vital questions to come before the National Convention, the determination of which will have a great bearing upon the future growth, development and character of the local organizations. For this reason, every Rotary Club in the country should be represented by at least one delegate to the National Convention.

Aside from this is the inspiration and help which the Convention will give to the individual Rotary Clubs throughout the country. Our Clubs can grow only by experience. The exchange of experiences and ideas will do much to increase the effectiveness and help of each of these Clubs to its own members.

Those who have heretofore visited the Pacific Coast will be sure to do so again this year. Those who have not done so should by all means embrace this opportunity. The Rotary Clubs on the Pacific Coast have, without exception, been successful and will unite in welcoming and entertaining the visiting delegates.

E. L. SKEEL,
Sec'y Seattle Rotary Club.

New Perkins Hotel

Opened 1908

Portland, Oregon
(THE ROSE CITY)

In Heart of Business District

A Business Man's Hotel

Furnishings the Best European Plan

Make yourself known as a Rotarian and you'll meet some "live ones."

RATES: With Bath, Two Dollars and Up.
Without Bath, Not So Much.

Automobile Bus Meets Trains and Boats.

L. Q. SWETLAND, Secy. and Mgr.
(Director National Association of Rotary Clubs)

ROTARIANS' HEADQUARTERS

THE GOOD IN ROTARY

National Director Thresher Explains Why Rotary has Been a Success in Minneapolis.

Upon reading the letter from my friend President Paul P. Harris in which he suggested that I write something for The National Rotarian,—my first thought was, "Can I so express myself in words as to convey to the consciousness of my readers any conception of the good that has come to me through Rotary? Can I picture to them the vines that sprung from the seeds sown about a year ago in my heart and in the hearts of over fifty Rotarians who constituted the charter membership of our Minneapolis Rotary Club, by Brother Paul P. Harris and nine fellow members of the Chicago Rotary Club."

I realized at once my inability properly to comply with the requirements of either question, but gratefully remembering some of the good that has come from Mr. Harris to me through Rotary, I felt impelled to comply with his request.

The other day a friend who attended our charter membership banquet, but who did not join our ranks, asked me, "What has your Rotary Club done the past year that entitles it to a right of existence?" The question was so blunt, that it took my breath for an instant; but I answered him, "It has brought one hundred and fifty men, representing one hundred and thirty-five different lines of business and professions, into closer bonds of friendship than would have been possible in any other organization with which I am familiar."

Man is naturally a social being, and must come in contact with his fellows; but if you are living in a large city, and have not yet joined a Rotary Club, does it not frequently occur to you that the number of acquaintances with whom you are on more than a "speaking" basis, and that basis usually chilly and decidedly formal, is very small, and can be counted on the fingers of one or, at the most, two hands.

Friend Harris and his associates of Chicago planted in good soil here in Minneapolis, for the vines since first beholding the light of Friendship have been vigorous and hearty. They have steadily prospered, and stretching out their tendrils to the other members have so twined about their hearts and minds, that, with them, they have grown into a most harmonious body whose motto is the Golden Rule, or more briefly, "HELPLEFULNESS."

Like most of our members I belong to many clubs, and when, in our early history, I noted the large percentage of attendance at our meetings I marvelled and sought for

a reason. We had no orators,—no men of note in the world of art or science,—no men gifted with unusual brilliancy of intellect, speech or manner. Our personnel was not much different from other clubs or civic organizations; and yet, week after week, our members would pass by other clubs to come to our meetings. There must be a reason, and I resolved to find it. I pondered, watched, and waited, until at last I saw the answer written plainly in these words,—



Frank L. Thresher

"Man loves humanity. He loves the love, the kindly grasp of his sincere brother. He loves to know and be known by his brother man." Where in all the world can these conditions be found so near perfection as right here in our unassuming, unpretentious Rotary Club?

Then too, Man loves the generous, the noble, the unselfish, the kind, the self-sacrificing man. All of these attributes are found and developed rapidly in Rotary.

After twelve months' active work in Rotary, as the President of the Minneapolis Rotary Club, and ten months as a Director of the National Association of Rotary Clubs of America, I can say in all frankness, that up to this time I have found nothing in Rotary but Good.

Rotary has been the means of adding greatly to my assets, but in comparison with the many earnest, sincere and kindly

friends which I have made in Rotary, I count all other gain from Rotary as little more than trash. Certain it is that I have gained in business, both directly and indirectly, but this is of secondary importance.

We like to do business with those men with whom we have come in close enough contact to have learned their principles as well as their faults. We learn men in Rotary. Their very natures are unfolded to us. In large measure their faults are overcome. We find that they are just about as good and not much better than we are. We find that they are striving to do right, and we know that they will merit our confidence by giving us a square deal. Therefore we like to do business with them. I find myself frequently growing more and more extravagant from my very love of trading with more and more members of our Club, and I am almost constantly thinking how I can direct trade to our members.

Frequently we hear it said by members, by non-members who have been our guests, and even by those whose only knowledge of Rotary is that gained from others, "The Rotary Club is the finest idea in Club life that has come to Minneapolis." I can but echo this sentiment for I verily believe it to be the truth. A good friend recently said, "I would not sell my Rotary membership for One Thousand Dollars, and I need the money." In this he voiced my sentiments, and I believe the sentiments of most of our members.

FRANK L. THRESHER.

IMPORTANT CORRECTION

Hotel PERKINS at Portland and RAINIER GRAND at Seattle are the Rotary Hotels and the Only Headquarters for Rotarians When in Those Cities.

In the haste of getting out the folder giving the details of the trip to the Portland convention the railroad officials included in the folder hotels in Portland and Seattle other than the Rotary hotels.

L. Q. Swetland is the manager of the PERKINS at Portland and Charles Perry is manager of the RAINIER-GRAND at Seattle. They are both active and loyal Rotarians and should receive our undivided patronage.

Have your mail sent to the RAINIER-GRAND at Seattle and to the PERKINS at Portland.

The headquarters of the National Association of Rotary Clubs during the convention will be at the Hotel Perkins.

HOTEL ST. FRANCIS

SAN FRANCISCO, CALIF.

"Center of Entertainment in the City that Entertains"

European Plan - - From \$2.00 up.

Under Management of James Woods

WHAT HAS BEEN ACCOMPLISHED BY THE NATIONAL ASSOCIATION IN ITS FIRST YEAR.

In August 1910, delegates from the 16 Rotary Clubs then in existence held a charter convention in Chicago, formed a National Association, adopted a constitution, elected officers and adjourned, leaving to President Harris and Secretary Perry the task of planning and carrying out the details of the work outlined in a general way by the constitution of the association.

Not only was the new association without funds but it started with an indebtedness of about \$600 incurred by the Chicago Rotary Club in organizing clubs in other cities, by the commission which worked up the charter convention and by the convention itself.

Secretary Perry established the headquarters in his own offices and the work began. We can not take space here to do more than to briefly mention some of the things accomplished.

The officers of each club were promptly advised of the results of the convention.

Five thousand copies of the Constitution and By-Laws were printed and distributed gratis to all the clubs.

The semi-annual dues of September, 1, were collected from the clubs.

Banking arrangements were made and books of account for the business of the association were opened and have been kept.

A complete financial statement as of December, 31 was prepared and mailed to all clubs, National officers and directors.

A file of rosters and constitutions and by-laws was collected from the various clubs. Also samples of their miscellaneous printed matter.

A temporary certificate of club membership was prepared and issued to the clubs who had paid dues and ratified the constitution.

The proceedings of the Chicago convention were written up, edited and printed, (making a volume of some 132 pages) and distributed to the clubs at less than cost.

Correspondence was opened up with some one in practically every United States City of 100,000 population or over and some smaller cities with the view of accomplishing the organization of Rotary Clubs in those places not already having them.

Introductory and follow-up letters were designed for this work.

At the time of going to press 18 new Rotary Clubs have been organized and instituted. Of these 12 have applied for affiliation and the applications of the others are expected daily. From 15 or 20 other places we are also expecting word at any day to the effect that clubs have been organized.

President Harris has visited and addressed the following clubs or their nuclei: Cincinnati, Cleveland, Detroit, Pittsburg and Indianapolis.

Secretary Perry has visited and spoken before the following clubs or their nuclei: Boston, New York, Philadelphia, Cleveland, Detroit, St. Louis, Omaha, Lincoln, Denver, St. Paul, Duluth and Milwaukee.

A National Hand-Book has been compiled and distributed gratis and directly by mail to about 4,000 Rotarians throughout the country. This 56 page booklet gives the time and place of meetings of all the local clubs, data as to the names, addresses, telephones, etc., of their officers and data as to the National Association.

Two issues of "The National Rotarian," a 12 page newspaper have been gotten out (January and July) and mailed gratis and directly by mail to all the Rotarians throughout the country.

On March 1st an exclusive office was established for the National Association in the First National Bank Building, Chicago (office furniture and equipment being loaned by Mr. Sylvester Schiele of Chicago Rotary and Secretary Perry).

Information and advice upon various matters have been sought by and given to almost all if not all the affiliated clubs.

Special lists have been compiled from the club rosters for members of the various clubs.

A beginning has been made in the promotion of the exchange of business between cities. The lawyers, the real-estate men, the warehouse and forwarding concerns and others have been exchanging business.

The semi-annual dues of March 1st were collected from the clubs. Applications and dues secured from the new clubs also.

Over 2,500 communications have been received by and upwards of 6,000 sent out from the secretary's office.

More than 20 ballots by mail have been sent out to and received back from the members of the Board of Directors.

This is perhaps all we can stop to mention at this time. When it is understood that the Secretary's office has had an appropriation of only \$25 a month to cover rent, light, telephone, stenography, book-keeping, etc., it will be evident that much has been accomplished under difficulties and that some one's salary has been considerably eaten into by necessary expenses.

With these things accomplished we can look forward to the devising of ways and means of assisting the local clubs with their programs and their methods of carrying on their work. Every club is continually discovering and utilizing new ideas which the National Headquarters should gather in and send out to all the other Clubs. The incoming administration and their successors in turn will also have to explore and develop that vast realm of inter-city business whose possibilities are unlimited although dim and hard to comprehend at this early period of our history.

As an example of inter-city trade we quote from a letter received written by the Orcutt Storage, Packing & Moving Co., members of the St. Louis Rotary Club:

"A brother member of our club, Mr. Buettner, recommended me to a customer. I packed and loaded his goods in a car and consigned to the Harlem Storage Warehouse Co., New York, a Rotary concern. The service was so satisfactory and my patron so well pleased that I am more than anxious to send all my shipments to Rotarians."

Every affiliated club has been strengthened and inspired to greater things by the fellowship with the other clubs in this association, by the formation of the many new clubs and by the spread of the Rotary idea all over the country.

Greater things than have been accomplished could hardly have been expected this first year. But hail to the incoming officers! May they be able to carry the Rotary banner to the top-most heights.

WASHINGTON SHIRT CO.

F. L. ROSSBACH Pres.

HABERDASHERS

*"Furnishers to His Majesty
The American Citizen"*

3 Stores CHICAGO 3 Stores
Jackson and Dearborn Sts.
Washington and Dearborn Sts.
111 So. La Salle St.

THE LATEST STYLES
AT REASONABLE PRICES

Tell your Chicago representative
to favor us with his patronage, and
don't forget to pay us a social call
yourself when you visit our city.

(F. L. Rossbach Director National Association
of Rotary Clubs.)

O Rotary

O Rotary, O Rotary,
First in U. S. A.
We good fellows here together
Always boost and say,
O Rotary, O Rotary,
Greatest in the Land,
Shout! fellows, shout and sing
To beat the band.

Pianos and Player Pianos

If you have a piano manufacturer in
your local Rotary Club, patronize him.

If your piano dealer is a "Bush & Gerts" man, patronize him. If he is not, help us make him a "Bush & Gerts" man.

If you have no piano dealer, look up the "Bush & Gerts" man in your city, make him a member, and patronize him.

If there is no piano dealer in your Club and no "Bush & Gert." man in your city, let us know and we will put one there.

We manufacture high grade Upright, Grand and Player Pianos.

Our motto—
One Name—One Trademark

Bush & Gerts Piano Co.

BUSH TEMPLE, CHICAGO
W. S. Miller, President Chicago Rotary Club

**"WHAT THE ROTARY CLUB CAN DO
FOR ITS MEMBERS AND WHAT
THE MEMBERS CAN DO FOR
THE CLUB."**

**Talk by George H. Eberhard of San
Francisco Before the San Francisco
Rotary Club.**

The Rotary Club of San Francisco, like all other organizations, is no stronger than its members. If you want the Rotary Club to do more for its members you must do your individual part to make the Rotary Club what you believe it should be.

The failure of any club is not due so much to the lack of knowledge of what could or should be done but to a lack of persistent endeavor on the part of the members to bring about the accomplishment of the aims and purpose of the club.

The Rotary Club and its value to the members and the community as a real active force is but the outgrowth of what is accomplished by the club plus the individual efforts of its members.

We are endeavoring to start a train of constructive thought in your minds. We want good for the Rotary Club to come out of this discussion. We feel that we are the leaders in a discussion that everybody should interest themselves in.

The Rotary Club is a needed force in the San Francisco commercial life. It fosters the get together spirit by enabling some three hundred members to get accustomed to help one another.

It provides a club with a purpose appropriate to these days of advanced business development, a universal co-operative membership.

It's a chain of business houses working together as far as is reasonable made up of non-competitive lines. There is a community of interest possible that could not be developed under any other conditions and the Rotary Club is worth many times its yearly dues because it is a force and one that can be greatly increased working for every member without interfering with any member.

Membership in many clubs and organizations is sought primarily by the thinking business man who observes the necessity of publicity and the advisability of widening the scope of his personal acquaintance. In seeking to extend his business relations he has to associate himself with other men in the majority of clubs on some other pretext than that of mutual business.

He must foster his civic pride. He must display some religious enthusiasm, he must evince an unusual interest in the well being of the race, he must show some learning that will bring him legitimately in contact with other men imbued apparently with ideas of a similar character.

This is not the case with the Rotary Club. It stands frankly for honesty of purpose, integrity in business, consistency of action. It is primarily a business organization appropriate to the commercial activity and development of this day. We wear no mask in the Rotary Club. We are here frankly to increase our business and that concrete reward of business rightly done, our supply of available money, and in return each one of us should undertake to do all that lies in our power to further the interest of every other member in order that each member may make more money through the influence of the Rotary Club.

We do not forget the other opportunities for progressive club activity. We provide for an active interest in civic and other affairs that have to do with the advancing of the best interests for San Francisco, the State of California, the Pacific Coast or in fact the United States of America.

The social feature has not been neglected. The weekly luncheons provide an opportunity for good fellowship and take you away from the routine of office or shop for a little time each week. Our monthly banquets break the monotony and in addition to the opportunity of extending your acquaintance by coming in contact with men who are recognized as leaders in their trades, or professions you hear and see how our members promote their business and in that way better fit yourself for the conduct and advancement of your own business.

Take advantage of your opportunity and extend your acquaintance formed at the Rotary meetings.

These acquaintances are pre-disposed in your favor because of your membership in the Rotary Club and they are such as a man needs in this day of commercial development.

To get the full benefit of this opportunity provided by the Rotary Club, you must sit with new members, cultivate new acquaintances, ascertain the other member's needs and see if you can serve him in any way. If you can not serve him, see if you can not remember some one who can use his product and this will encourage him to reciprocate in a like manner.

You must let the other members know what business you are in, exactly how you can serve them, where you are located and what you have for sale. Tell the members about your business and ask them to buy or help to sell your product or service. The club can help you do this but you should help the club by taking an active part in this work yourself. And you can best get the trade of the other members of the Rotary Club coming your way by seeing that your trade goes their way.

To the new members who are not thoroughly acquainted with the tradition and history of the Rotary Club idea, it is well to add that there is no provision in Rotarism which would mean that you are pledged to disrupt old business associations and take on new in every instance just because you have become a member of the Rotary Club. The Rotary Club does not put itself in the inconsistent position of imposing any such requirements. We are not endeavoring to secure your loyalty by requiring you to be disloyal to some one else.

The Point is: when consistent and practicable give your fellow Rotarian the preference, and when satisfied that you can consistently and conscientiously do so do not hesitate for a minute going out of your way even at a sacrifice of time and money for the purpose of helping your fellow Rotarians along. If each one of you do this, it will make your membership in the Rotary Club doubly valuable. It isn't always what you can purchase from another member but what you can get others to purchase from a fellow member that counts.

The Rotary Club has put itself on record as standing for promotion of the business interests among its members. Rotarism can never realize the fullness of success in this purpose until the membership comes to a full recognition of the truths above expressed. Members who are not sincere should make room for those who would be.

You want each Rotary Club member as a customer who is so well satisfied with both the treatment he is accorded and the goods he is securing that he will take pleasure in going out of his way to tell his friends about your product or service. In the Roster you are provided with a list of all trades that you can do business with and where you know you will be treated right. Use the Roster and assist in promoting some other fellow's business who has an interest in promoting yours.

We can assume that each member spends more time in selling his goods or service than in buying from his fellow members. He is naturally more interested in selling to each Rotarian than in buying from any Rotarian.

A rational system of selling Rotary goods must therefore be founded on a method that will make it easier for each one of us to buy from one another than to buy from an outsider. This brings us to the point that the Rotary Club, being primarily a business organization to promote the business of its members has established an office which is a clearing house for information and to those of you who have not taken advantage of the service of the office and the Secretary in charge, I would say that you have overlooked one of the best features of the Rotary Club. If you can not call at the Club office, telephones are on the Secretary's desk and he is at your command. You are paying him for service and he is only too anxious to render it.

I realize that the necessity of insuring good attendance at the weekly luncheons and at the monthly banquets, taking care of all the details connected with these affairs so as to sustain continued interest on the part of the majority of the members, at least calls for the expenditure of a great deal more time and energy than the members may appreciate.

But the Secretary's office is doing and should do more than this.

It is not Rotarism and its principles so much as it is What is Rotarism doing for each one of us! That is what we, as business men and members of the Rotary Club, should look for and insist upon. Let us spend our time, money and energy, to build up the business of the Rotary Club and let us keep the office organization on such a basis that it can accomplish something more than at the present and where we can hold the secretary's office strictly accountable for results.

GEORGE H. EBERHARD.

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The National Rotarian

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911 1st Nat'l Bank Bldg., Chicago

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NATIONAL ASSOCIATION



EDITORIAL.

Elsewhere in this issue appears a hasty review of the work of the National Association during the past year. At the coming Convention reports from various officers and committees will be received and the work accomplished will be reviewed and discussed by the delegates to the Convention.

During this first year each local member of a Rotary Club contributed directly or indirectly \$1.00 to the support of the National Association. In return for this he has had a copy of the National Constitution and By-Laws, a copy of the National Hand-Book, copies of the two issues of THE NATIONAL ROTARIAN and in many instances special information and advice.

His dollar has worked to bring about a unity of interest among all the Rotary Clubs and to establish proper and permissible trade relations among them. His dollar has worked to give each local Club new ideas and greater inspiration and fresh courage to go on aiming at the highest mark of success. His dollar has worked to help establish a score of Rotary Clubs in the cities where no Rotary Club existed before.

These new Clubs will fall in line and contribute their per capita the same as the older Clubs in this coming year. The income of the National Association will thereby be increased and it is probable that it will so increase that no one need ever have to pay a per capita of more than \$1.00 per year to the National Association.

Notwithstanding all that the dollar per capita has accomplished, there seems to be a demand from some Clubs or from some members of some Clubs that THE NATIONAL ROTARIAN or some similar publication of Rotary news should be issued monthly, or bi-monthly at least. It is also proposed by some that an additional per capita or subscription price be provided for in the constitution—say 25 cents or 50 cents annually—which shall be set apart as a fund from which to get out and distribute this publication. The need of a special fund of this sort is evident when one stops to think that the postage alone on each issue will be upward of \$50, or a total of \$600 for the year if it is made a monthly publication.

PRESIDENT'S CORNER

One year ago, when asked the question, "In what cities are there Rotary Clubs?" it was our custom to give the list. Now we find it easier to say: "There are Rotary Clubs in all important cities of the United States except Baltimore, Washington, Milwaukee, Louisville, Atlanta and Denver. There are also two clubs in Canada and we have strong reason to believe that we shall soon have a club in London, England, and another in Glasgow, Scotland."

But who would have thought to pick out the above group of American cities and label them with the badge of unprogressiveness "non-Rotarian"?

Let every Rotarian send to the National Headquarters the name of every person in those cities whom he knows and believes to be the right sort of which to make a good Rotarian; this, to the end that the next National Convention may include representatives from every important American city.

Some years ago I made discovery of the fact that I could associate just as enjoyably with a man who might be in a position to send me an item of business as with a man who could not by any possibility do so. The thought that a friend of mine might perhaps insist on thrusting business upon me possessed for me no terrors nor constituted an impairment of my enjoyment of his society. After this psychological phenomena had been given opportunity to fully soak in, I made application for membership in Rotary.

Across the big pond there are rich opportunities for Rotary. There was a time within your remembrance and ours when Great Britain and the planet Mars seemed about equi-distant, but luxurious leviathans have taken the "across the seas" out of the planetary class, and with the result that Liverpool now sounds scarcely more foreign than Oshkosh.

Adolescence in organizations carries with

it as convincing evidences as it does in humanity. When a boy has outgrown his suit of clothes, there is nothing within reason to do but get him another. When an organization has swelled itself to the point where it fills every chink and cranny of the land of its nativity, there is nothing rational to do but cast aside its national garb and don its vesture of internationalism.

To how great a percentage of the inhabitants of this globe does the acquisition of influence and power constitute the Ultima Thule of human ambition? How or to what end such influence and power is to be used is often deemed a matter of minor or absolutely no importance. One of the most powerful influences in the civilization of this day is the press, and yet many American journals whose tremendous circulations constitute indubitable proof of their influence and power, wield such influence and power with about the same degree of tender regard to principle and truth as would a bar room full of drunken sailors. It is to be hoped that THE NATIONAL ROTARIAN may possess an influence and the power to spread the principles of Rotary throughout the land and that its publishers may never become unmindful of the fact that the acquisition of influence and power means the assumption of great responsibility.

It is most pleasing to note how Rotary stimulates and brings forth ideas in all the clubs. Let us have a competition at the Portland Convention. We will give an award of merit for the best new and original idea for the advancement of the interests of the individual clubs. The Convention itself or a committee can make the award. Let each club endeavor to send its delegates with at least one new idea or suggestion.

PAUL P. HARRIS.

Rotarians at home, celebrate the opening of the National Convention by giving or influencing an item of business to some Brother Rotarian on MONDAY, AUGUST 21st. Make this day famous by the giving of 5000 items of business. Put it on your calendar.

In order to have this subject in shape for discussion and possibly for action at the coming Convention the following proposed amendment to the National Constitution and By-Laws has been prepared and sent out to all the Clubs:

Article 4, Section 2. Every member on the roll of each affiliating Rotary Club shall pay annually to this Association, directly or indirectly, through his local club, the sum of 25 cents, which payment shall be made by such member and received by this Association as such member's subscription to the official organ of this Association, which shall be mailed postpaid directly to such member for the period of one year. Such subscription shall be due and payable first, September 1st, 1911, and annually thereafter.

There is a great deal of work to the compiling and editing and getting out of any magazine or periodical—work which the average business man does not appreciate or comprehend. The Rotary publication will always have a limited circulation, and therefore can not be handled as a business proposition on a large scale with the economies of large operations. While we have been able to get a certain amount of advertising for THE NATIONAL ROTARIAN (and we extend our thanks to all our advertisers), it has been rather expensive to secure and handle this ad-

vertising. Indications are that we had better content ourselves with a smaller publication more frequently issued and with only such advertising as is offered unsolicited. By having a smaller four or eight page monthly periodical we probably can cover all the cost of getting it out without drawing on any of the regular income of the Association. We can do this probably from the advertising and the subscriptions which will be provided for in the above amendment if it is adopted. We have been in receipt of numerous congratulations from all over the country regarding the first issue of THE NATIONAL ROTARIAN. It was, however, a physical and financial impossibility to get out more than one other issue this year.

C. R. P.

Mr. John H. Williams of the Tacoma Rotary Club is the author and publisher of a superbly illustrated description of Mount Tacoma, also called Mount Rainier. "The Mountain That Was God" is the title Mr. Williams has given to his book. The new and enlarged edition with beautiful illustrations on every page can be had for \$1.50. Everyone who enjoys mountains or beautiful books should send for a copy of this work.

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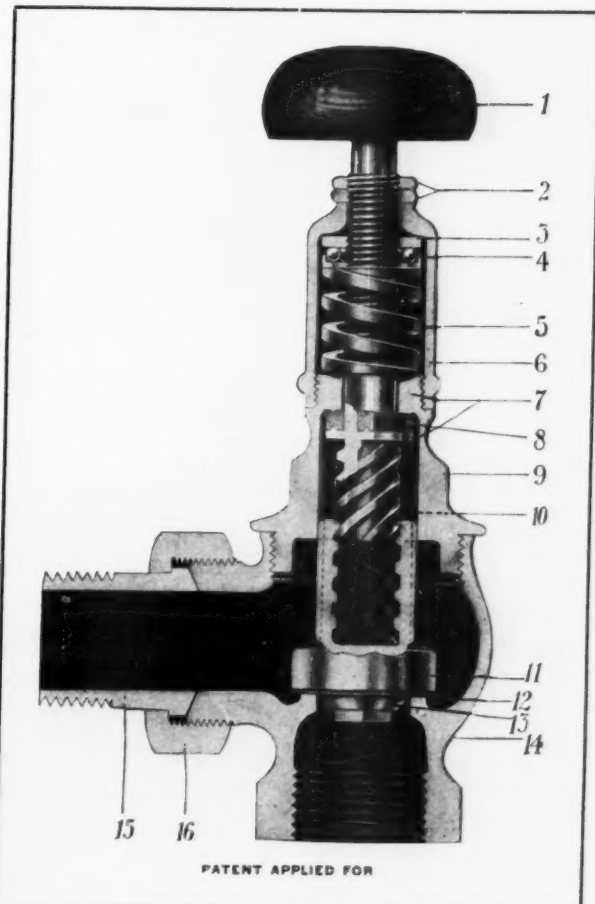
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VICE-PRESIDENT BULLOCK

Has Passed on to His Reward.

At the New York Athletic Club Sunday evening, May 7th, 1911, Bradford Arthur Bullock heard and responded to the call of the Grim Reaper. The body was taken to the old home in Indiana for interment.

Mr. Bullock was a well known attorney of New York City specializing in commercial law. He was the founder and first president of the New York Rotary Club and at the Chicago Convention took a most active part in the proceedings and particularly in the work of the committee on constitution and by-laws.

At the time of Mr. Bullock's death he was 2nd Vice-President of the National Association of Rotary Clubs and was constantly showing an active and helpful interest in the work of the Association.

President Harris has written of this brother who has passed on ahead of us:

"We remember him as a most loyal Rotarian, a man of a naturally national vision, a cosmopolitan, and one, therefore, most readily responsive to our national call.

"I shall like best to think of him as he earnestly worked with us in welding together the material of the National Constitution and By-Laws. He and Mr. Cady perhaps did more than any other two persons in the creation of that splendid code. The wisdom of many of Mr. Bullock's suggestions have in actual practice been made manifest.

The two projects uppermost in his mind during the convention, the establishment of a national organ and the admission to a special membership of individuals from small cities wherein no clubs are located, have not as yet fully materialized, but it would not be at all surprising if one if not both of his plans were ultimately to find full realization.

May the members of New York Rotary be fully aware of the fact that the memory of Bradford Arthur Bullock will not soon grow dim in the minds of the members of Chicago Rotary and of his associates in the National Organization."

At the funeral services held Wednesday, May 10, 1911, in New York City, Mr. Robert Willson, who served as Secretary during Mr. Bullock's incumbency as President of the New York Rotary Club spoke as follows:

"The all absorbing theme of our friend Bullock for nearly two years past has been the Rotary Club movement and I have been requested by mutual friends of the Rotary Club of New York to give expression to a few words of appreciation, penned today by Mr. Daniel L. Cady, who from a long friendship and close association is well qualified to speak of him whose voice is hushed:

"My Friends:—

"It is never easy to speak of one who has passed, and it becomes a very difficult matter indeed to speak justly and wisely of a friend who has passed—one whom we have known and loved. The mind at once is filled with desolate pictures; and fallen shafts, prostrate columns and temples in ruin are not animating subjects. To-night we stand not only by the fallen shaft and the prostrate column, but near the ruins of that most magnificent of all temples, the house a soul inhabited. This is a theme, indeed, to which but few lips and pens are equal.

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The following clubs are not included in the National Hand-Book. Cut this data out and paste it in your Hand-Book under the heading "New Clubs Reported as Organized But Not Yet Affiliated."

DALLAS, TEXAS.

Secretary, Fred E. Johnston, Johnston Printing & Adv. Co.

DES MOINES, IOWA.

Officers not reported to date.

"But, my friends, it is a pleasure to know that there is another view of this occasion. Mr. Tennyson says that even the grave has its sunny side, and in that warm and loving view we are glad that our friend was born, and was permitted to live for a brief term of years. We are glad he had the opportunity to enjoy the spoils of the sunlight, the streams and the green earth as a boy; the opportunity to struggle in the battle of life; the opportunity to demonstrate that he could stand among his fellows and win the success denied to unnumbered thousands.

"In reviewing the life that has passed, two things will be seen to have made up a large part of our friend's character. First, he was a sincere and loyal American, imbued with the traits and characteristics of the American born. From the fireside of a poor clergyman dwelling near the Wabash, alone, unaided, and in the face of physical weakness, he achieved a prosperous business of his own in this metropolis. He did this by exercising the traits and characteristics just mentioned. He not only had the will to do, but the will not to yield. His belief in himself was controlling; at times, when his lips were set, he could crowd and jostle even the embarrassed gods, as Kipling says, and offer any sort of wager to Destiny.

"The other thing largely dominant in our friend was his love for his kind as expressed in his geniality and good-fellowship—in short, urbanity. He was most at home with his friends, and never could have said, with Byron, that he was alone in crowds. None who knew him will soon forget his kindly eye, his gentle expression and his warm clasp of the hand. In fact, this graciousness (I know of no better word for it) constituted a large part of his life, and will constitute a large part of his fame. Wherever he be, we are sure he is amiable and gracious still.

"And he may not have gone so very far. He may be as near to us now as we are to each other. Indeed it is possible that he is more alive to-night, in this Springtime and Resurrection of the year, than when his last Sabbath dawned a few days ago.

"So with our tears for the dead, we may mingle our cheers for the living that was."

"Mr. Cady has so aptly described the qualities of our friend that, as our thoughts seem to run in the same channels, there is little for me to say.

"Colton has tersely said:

"Anthony sought for happiness in love; Brutus in glory; Caesar in dominion; the first found disgrace; the second disgust the last ingratitude and each destruction."

"If I were asked in what our friend sought happiness, I should say that it was in his endeavors to make others happy and the constant widening of his large circle of genial acquaintances and loving friends and this quality will long be remembered pleasantly.

"May he rest sweetly."

We have a number of copies of the little booklet gotten out by the late Mr. B. A. Bullock while President of the Rotary Club of New York, entitled "An Opportunity. Not An Importunity," in which it describes "A Careless Cartoon of a Common Career, Or, How John Jones Helped Himself by Doing Business With the Members of the Rotary Club of New York." This is a breezy little publication and we would like to have every member of Rotary have a copy. Upon receipt of a two-cent stamp we will gladly forward this little booklet to any address in the United States or Canada as long as they last.

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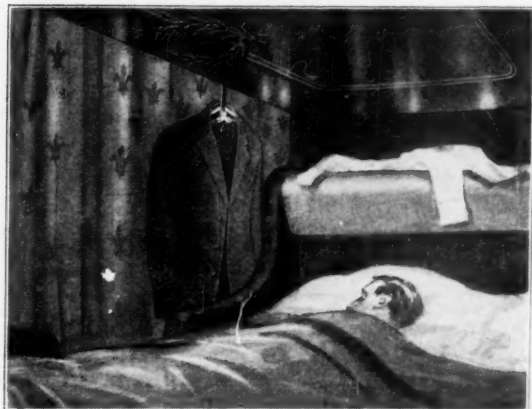
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Vice Pres. Rotary Club of New York

NEWS ITEMS FROM MANY CITIES

Mr. Mack Olsen a prominent real estate man of Des Moines, Iowa, has organized a Rotary Club in that city. He reports a charter list of forty members and says they expect to affiliate with the National Association.

Captain Oscar T. Taylor, President of the Pittsburgh Rotary Club and a leading lawyer of that city, is being prominently mentioned in the United Spanish War Veterans as a candidate for Commander-In-Chief of that great organization.

Mr. H. C. Wheeler of the Boston Rotary Club is in England on a business trip and advises us that the outlook is very promising for the organization of a Rotary Club in London.

There is a lively young Rotary Club in Dallas, Texas. Mr. M. E. Martin is President. We hope that they will be represented at the Portland Convention.

Another Rotary Club was recently established at Buffalo, N. Y. The organizers were Messrs. Thos. H. Noonan, lawyer; S. C. Carpenter of the Travelers Insurance Co., Burton E. Pfeiffer of the Men's Wear Co., and Emerson D. Hall of the Pittsburgh Water Heater Co.

"Spokes" is the little magazine of the San Francisco Rotary Club. It is a very harmonious and interesting combination of the club roster, committee reports, special articles, news items and advertisements. The wonder is that one such small volume should contain so much.

Extract from a Minneapolis notice:

"Next Friday is Industrial Day in the calendar of the Civic Celebration. The Fraternal Committee has prepared a program consisting of short concise talks by members of the Rotary Club engaged in the manufacture of the product they sell.

"Now to be still further in line with the Industrial idea, we are going to go to Brother Bill Levings of the Minneapolis Gas Company, 16 South Seventh Street, for our tickets for luncheon. He manufactures what he has for sale and that is why it is especially desirable that he should sell the tickets this week. Instead of mailing or sending your gas bill to the Company, go up to call on Brother Levings and kill two birds with one stone."

The "Good Morning" postal cards of the Los Angeles Rotary Club wake us up every week. This is the latest:

"Rotary" is a "good ship"—but
A good ship doesn't necessarily
Guarantee a safe harbor—it needs
Piloting. Get busy.

Kinloch, Central 1893

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JUL. H. WISE

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ST. LOUIS, MO.

The Tri-City Rotary Club, including Oakland, Berkely and Alameda, have shaken themselves and jumped into the game again with the true California spirit. They were not represented at the Chicago Convention but are going to have a good delegation at Portland.

The San Francisco Rotary Club has taken the initiative in the attempt to clean San Francisco and make it a city which any person from any part of the world will be glad to visit. The members of the organization are sincerely in earnest when they say that San Francisco has got to be made clean. Such was the announcement not long ago in a San Francisco newspaper.

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Mr. R. R. Denny, First Vice-President of the National Association and organizer of the Seattle Rotary Club, has recently been a visitor at headquarters in Chicago. We know now why such a magnificent club was established in Seattle.

Messrs. Turnbull & Findlay of Glasgow, Scotland have written Mr. Harris for literature showing how Rotary Clubs have been organized in America and express their desire to consider the matter of organizing a club in their city.

By the courtesy of the St. Paul Rotary Club their assistant Secretary, Mr. J. H. Byron has been helping us out at National Headquarters for several weeks. By the amount of work he has turned out here we know that he must be missed in St. Paul.

BOSTON SUGGESTS SOME ROTARY BUSINESS METHODS

Secretary Fitzwilson sent the following circular to all the members of the Boston Rotary Club. Its suggestions are respectfully recommended to the consideration of the members of all Rotary Clubs, especially those who have recently joined our ranks.

While Rotary ethics are still in the making under the direction of the National Committee named for that work, it may be well to suggest to the over zealous that they examine into the conditions of their membership. They will find:

1. They are under no obligation to give business.
2. No one is under obligation to them.
3. Membership does not confer a license to annoy one another. Don't be guilty of unseemly haste. You are the only man in your line in Rotary.

4. Without obligation upon its members, Rotary expects the quality of goods or service to be a little better than the average. If you have these you will win. If you haven't Rotary will not help you. Let us not bring the rank methods of relentless competition into a Club where there is no competition. Just let one another be comfortable. It is not good business to pounce down upon a man merely because you may feel you have the right to a hearing. You may get the hearing, but no business.

There have been but few instances where Rotarians have gone too far in this respect. Perhaps that is why the cases have been so noticeable. The general feeling that one is a brother rather than a victim will help to keep the membership properly leavened. Rotary means "ALL FOR ONE AND ONE FOR ALL."

"Rotary Club Adds Forty-seven to Membership Roll" was a recent heading in the Providence (R. I.) Evening Bulletin. Many prominent men spoke at this meeting of the Providence Rotary Club. Among them Secretary J. E. Fitzwilson and ex-Secretary John C. Fennelly of the Boston Rotary Club. As National Director, Mr. Fitzwilson has been doing some good organization work in New England.

The Mayor of Chicago went into the ranks of the Rotary Club in order to find the best man to be Building Commissioner of that city. Mr. Henry Eriksen was the man honored with the difficult job.

Mr. C. C. Chapman of the Portland Rotary Club has written a Rotary song to the air of Marching Through Georgia. Here is the beginning of it. They will give you the rest of it at Portland.

There's a way of boosting boys—it is the best what is,
Seize the spokes of our big wheel and make it roll and whiz,
Boosting for each other is the way to build our biz,
Boosting for Rotary brothers.

Hurrah... Hurrah... Hurrah for Rotary,
Hurrah... Hurrah... the club for you and me;

Boosting for each other is the way we build our biz.
Boosting for Rotary brotneers.

The last club dinner of the season of the St. Paul Rotary Club was held at the Ryan Hotel. After the dinner the members went to the Empress Theater as the guests of Manager Boyver.

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(Member Chicago Rotary Club)

NEW ITEMS

There is hardly a city of any size in the United States that has not a Rotary Club. You know how welcome visitors are at **your own meetings**. When in another city do not fail to look up the local Rotary Club and give them a chance to welcome you at their meeting.

The fifty Rotarians from St. Paul and Minneapolis who went in special cars to Duluth last February to install a Rotary Club there can well be proud of the result accomplished. The Duluth Club expects to have 100 members before the Convention.

Mr. F. J. Dreher, Secretary and organizer of the Harrisburg, Penna. Rotary Club, was a recent visitor at National Headquarters accompanied by Mr. C. C. Fletcher of the same club. They were on their way to the Pacific Coast. We sent word to the clubs out there to rope these gentlemen up and hold them until the time of the Convention.

The Salt Lake City Rotary Club have applied for affiliation with the National Association and extend a cordial invitation to all Rotarians going to or returning from the Convention to stop off at Salt Lake City and take in the sights there. They are a live bunch and ought to be visited.

The St. Louis Rotary Club recently had an election of officers. First they had a primary resulting in two nominations for each office and then they had their regular election. The new Secretary is Rev. Jacob E. Meeker, Pastor of the Compton Hill Congregational Church. This is going some for St. Louis.

We are under obligations to Pollock's Clipping Bureau of Minneapolis for the many newspaper clippings of Rotary matters which they are sending to us with their compliments.

Chicago Rotary is planning to take its Glee Club with them on the trip to Portland. This will mean some fine music on the train and at all the stops en route. The Seattle Rotary will bring their Glee Club up to Vancouver and the two outfits will have a friendly musical contest. The captain of the boat will act as umpire.

The orchestra of the Cleveland Rotary Club is an organization that any club could be proud of. They have contributed much to the entertainment at the Rotary meetings. The orchestra is composed of F. B. Meade and John L. Miller, Jr., first violin; C. F. Sherwood, second violin; Archie Klump, flute; Dudley Hard, clarinet; Harry Valentine, piano and Arthur Rogers, cello.

A lettergram has been received from Mr. Chas. F. Roland, Commissioner Winnipeg Industrial Bureau, extending a cordial invitation for the Rotary Club delegates to visit Winnipeg on the return trip from the National Convention.

One Wm. J. Bovard, Secretary of the New Orleans Rotary Club, is expected to arrive at Portland with an extra suit case filled with the best quality of mint to assist him in paying his debts to the rest of the National Board of Directors. He owes them and the National Secretary several mint juleps. Never mind why; we know and so does he.

St. Joseph, Mo. has one of the younger Rotary Clubs which has come to the front in an astonishingly successful manner. They have over 100 enthusiastic members and are rapidly creating a waiting list.

A CODE OF ETHICS

Adopted by the Rotary Club of Chicago.

During the past year mining stock brokers belonging to the Rotary Club of a certain cities have circularized the officers at least of other Rotary Clubs with the result that these headquarters have received letters questioning the propriety of such circularizing.

No one questions the integrity and good intentions of the firm who sent out the circulars but there seems to be a general idea that it would be better not to attempt to finance propositions in this way.

Two or three years ago the Rotary Club of Chicago became somewhat agitated over the fact that the members were being solicited as Rotarians to buy "wireless" mining and other stocks. The matter was referred to a committee who reported this Code and it was adopted unanimously by the Club.

RESOLVED that Rotary Club does not exist to furnish a clientele for stock selling schemes however meritorious such schemes or enterprises may appear to be, and be it further

RESOLVED that it shall be considered unethical for any member of Rotary Club to use his membership in the Club as an introduction to any other member of the Club for the purpose of offering to sell to said other member any promotional or development stock or security nor shall it be considered ethical for any member of Rotary Club to canvass the membership of the Club by mail or by agents or solicitors offering for sale any promotional or development stock of security, and be it further

RESOLVED that no member of Rotary Club shall be under any obligation whatsoever to give audience or consideration to any other member of Rotary Club or his representative who may be offering for sale or subscription any promotional stock or security, but be it also

RESOLVED that by the adoption of these resolutions it is not intended to hinder or prevent the accomplishment of any business deal or transaction between or among members of Rotary Club who are sufficiently well acquainted in a personal friendly way to warrant the suggestion by one to the other of anything that might be of mutual profit or interest.

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IDEAL MERCANTILE CO.

H. D. DYE, Pres.—Member of S. F. Rotary Club
1080 FULTON ST. SAN FRANCISCO

Mr. A. M. Allen, Vice-President of the Modern Gin & Compress Company at Little Rock, Ark. is organizing a Rotary Club in that city.

Several members of the Lincoln (Neb.) Rotary Club have visited National Headquarters when in Chicago. They are all strong Rotarians. Of course, they are going to be at the Convention.

In the Detroit Rotary Club there is a human whirlwind of speech and action named Brown who is at best known as the "Absopure" ice man. He wants to have the Rotary Club admit about ten men from each line of business. He just revels in competition—because he is the king-pin of all the competitors in his line. That is why they got him into the Detroit Rotary Club.

President Francis M. Carroll of the Boston Rotary Club recently visited Chicago and brought with him Mayor Fitzgerald of Boston. They both spoke before the Rotary Club which had the honor of being the only organization to entertain the mayor while he was in the city.

The Kansas City Rotary Club has been showing deep interest in the Missouri River improvement work, in the methods of delivery of mail in their city and the proposed action of Congress increasing the postage rate on magazines. They took action in these matters and made themselves known as a commercial organization.

A special compliment is due to the Cincinnati Rotary Club for their very prompt and most business-like way in attending to all matters relating to the National Association.

The Spokane Chamber of Commerce have sent word of their willingness to back up the Spokane Rotary Club in every way possible in the entertainment of those attending the Portland Convention.

The Seattle Rotary Club with their ladies are planning to meet the Convention party at Vancouver. They will keep us awake on the boat, allow us a good night's rest in Seattle and then show us the town in automobiles. They will then put us on the boat for Tacoma and turn us over to the Rotary Club of that city. The Tacoma fellows will try to out-do their Seattle brethren and then deliver us into the hands of the Portland bunch. It will be one glorious, magnificent trip from the time the Chicago Club sees us off from their city. Don't miss it. At every city and town in United States and Canada where the Rotary train stops there will be someone to give us the glad hand.

It is reported that in the Hartford Rotary Club there are very few men young in years. While the idea of exchanging business by means of the Club did not appeal particularly to most of the members the plan for an organization in which men of widely different professions could meet and exchange ideas was enthusiastically welcomed. They have taken up the discussion of various political and social questions. As they have among their members men who are often the leading figures in these movements and very frequently opponents in public life the meetings have been intensely interesting.

During the summer months the Philadelphia Rotary Club will discontinue their formal weekly meetings and in their place hold informal luncheons without any talks once a week in the Roof Garden at the Bingham. Their first meeting in September will include a visit to the establishment of the Philadelphia Record at the invitation of General Manager Hanson, one of their members.

One of the things which still remain to be prepared is the membership card suggested at the last convention. While there have not been any reports of anyone misrepresenting himself as a member of another Rotary Club it will most likely be best to prepare and issue such a membership card next year.

Let Us Make Money For You

For thirty years the Charles H. Fuller Company has grown and prospered through making the business of others successful.

Many of the largest concerns owe their success to the advice and co-operation of the Charles H. Fuller Company when the former was struggling for public recognition and patronage.

The tremendous business of the Charles H. Fuller Company, amounting to millions of dollars annually, is the consequence of the **Make Good Methods** of this institution.

This success has grown in proportion to the successes achieved for others—not by making failures for others.

Advertising is a means to an end.

It is the Civil Engineering of business.

It is as essential as your office or factory—more so, as you could get others to manufacture your product but **selling at a profit is the essential**.

Advertising is an economy—it **makes sales quickly**, thus saving storage, shelf-room and keeps your help busy.

It multiplies the selling power of your salesmen and insures "the trade" handling your product. Dealers always show preference for good goods well advertised. They know a nimble sixpence is better than a slow shilling and so do you.

Advertising is the one powerful channel uncontrolled by a monopoly, through which any firm, large or small, can effectively reach the public eye and purse and upon the same equal basis.

It is the open door through which success can be gained quickly and economically. **It is Business Insurance.**

To build a light-house and never put oil in the lamps would be as foolish as to prepare to do business and not advise the public of the nature of your service or the superior points in its favor.

Often profits from the first month's advertising are realized before the advertising bills are due.

A fund of surplus capital is not always necessary before undertaking an advertising campaign.

Intelligent advertising accomplishes this through the quick stimulation of business.

The certainty of your enlarged success will be better insured after a conference with the Charles H. Fuller Company.

The benefits of our years of experience in **Business Building** are yours to command. We make no extra charge for our services. You are saved from expensive mistakes and the cost of laborious detail, and pay no more than if dealing direct with publishers.

No account is too small or too large for our consideration or facilities. In justice to your own interests for the year 1911 let us reason together. Address the nearest office.

**We are Rotarians and believe we are
entitled to the patronage of Rotarians**

The Charles H. Fuller Company

Chicago

Buffalo

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Detroit

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